

intouch February 2012



As we enter the Olympic year, BT is accelerating the pace of super-fast broadband roll-out. More than seven million UK homes and businesses already have access, and we are on track to pass ten million premises by the end of this year, with nearly one million of them in East Midlands.

Our ambitions do not stop there. We now intend to make fibre available to two-thirds of UK premises by the end of 2014 – one year ahead of our original target – in the fastest deployment of super-fast broadband anywhere in the world on this scale.

Businesses of all sizes are benefiting from the economic boost that super-fast broadband services offer, and communities will gain too.

To meet our tough roll-out targets, we're

creating more than 500 new engineering jobs. The broadband landscape is changing radically, with technology developments set to transform speeds and extend the potential to provide fibre-to-the-premise (FTTP) to all fibre enabled areas. Read more about this exciting announcement on page 2.

Broadband infrastructure remains a key enabler for small and home-based businesses. These are an important source of our future economic growth, employing some 60% of the UK workforce. Enterprise Nation's recent report confirms that nearly 60% of small businesses view super-fast broadband as essential to their development.

We want to go faster still, to ensure the UK remains one of Europe's leading broadband nations, and we will bid for BDUK funds that are available. Our successes in Cornwall and Northern Ireland show that the partnership approach works to deliver open networks, competitive services and low prices. Talk to us to see how we can help!

Paul Bimson, Regional Partnership Director

East Midlands rockets to over 220,000 BT Wi-Fi hotspots

Wi-Fi users across the East Midlands can now take advantage of more than 220,000 Wi-Fi hotspots – almost three times the number of less than two years ago.

The rapidly expanding BT network – the largest in the UK – now has more than three million UK hotspots in homes, independent businesses and city centres. Access is free to more than five million BT Broadband customers, plus users of iPads, iPhones, iTouch, Android, Samsung and BlackBerry devices and smartphones through other BT partnership agreements.

BT's rapid hotspot growth mirrors the rise in the use of smartphones, which are quickly catching up with laptops and PCs around the world as the consumer's Wi-Fi device of choice. This news is yet another example

of major investment by BT in the country's communications network. This huge growth in the number of hotspots takes flexible working from the home to wherever you need to be and brings the internet right to your fingertips.

For small businesses in the East Midlands Wi-Fi is a great low or no-cost way of working remotely, staying in touch with customers, suppliers and staff and accessing real-time travel information quickly, from any wireless PC, tablet or smartphone.

Last year BT announced a new free mobile application that gives BT home broadband customers easy mobile access to free and unlimited Wi-Fi and includes a mapping service which is updated weekly so that customers can find their nearest hotspot. See www.bt.com/wifi/onthego for ways to get online.

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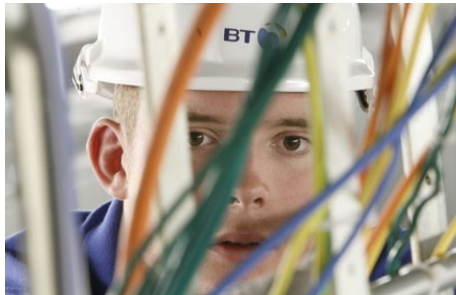
→ BT helps East Midlands community groups get digital

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Speeding up – delivering faster broadband in the East Midlands



This year we are accelerating the roll-out of super-fast broadband, creating new jobs that directly benefit our communities. As a result of technological developments fibre-based broadband speeds are set to double this year. This, alongside our recent announcement of fibre-to-the-premises (FTTP) on demand which, following a successful trial, has the potential to make FTTP available in all fibre enabled areas, provides a service boost for new and growing businesses.

We're providing speed increases of up to 20Mbps over copper lines and a choice of speeds of up to 10Gbps on our Ethernet services. The whole faster broadband picture is changing, and coming into sharper focus.

Reaching further, faster

We're accelerating roll-out ahead of plan. Two-thirds of all UK premises are now on track to gain fibre broadband by the end of 2014, a full year ahead of our original target. We are bringing forward some £300 million of our £2.5 billion investment in commercial fibre broadband as we support the government in its ambition to have the best super-fast network in Europe by 2015.

Widespread availability of this technology will drive growth for new and expanding businesses in the East Midlands, and please many people who are keen to experience the benefits. By the end of 2012, ten million people across the UK will have access to new services, with nearly one million within the East Midlands.

Roll out of fibre broadband is well under way in the East Midlands with more exchanges being added to the programme and locations confirmed, which recently included Leicester, Mansfield, Ilkeston, Grantham, and Kettering.

Creating new jobs

As well as building new infrastructure across the East Midlands, getting super-fast broadband into our communities is helping to create new, high quality jobs, bringing a welcome boost to local employment.

Many of our new recruits will be ex-armed forces personnel, who bring both talent and commitment.

As we increase the pace of super-fast broadband here in the East Midlands, we are enlarging our own engineering workforce with a number of new recruits who will be based in Nottingham. The new engineers are set to start work by the end of January, and will spend their first few weeks completing extensive training and job shadowing before 'buddying up' with experienced colleagues.

Speeding up services

The new picture is completed with radical changes to all faster broadband speeds. Our innovative fibre network features a mix of fibre-to-the-cabinet (FTTC) and FTTP technologies – both of which offer download speeds vastly superior to those previously available.

FTTC currently offers download speeds of up to 40Mbps and upload speeds of up to 10Mbps. These will roughly double during 2012, with FTTC download speeds expected to rise to up to 80Mbps, and FTTC upload rates – already the fastest in the UK – to increase to up to 20Mbps. Super-fast FTTP broadband, where fibre goes directly into individual homes and business premises, now offers speeds of up to 100Mbps, and this will rise to 300Mbps in the spring.

In addition following the successful trials of "FTTP on demand" in St Agnes, Cornwall

BT has developed a solution which allows additional fibre to be run on demand to a home or business in a FTTC enabled area, providing the customer with ultra-fast FTTP broadband. This solution is likely to be of particular appeal to our East Midlands small and medium sized businesses who need to send and receive large amounts of data and is great news for those who want to compete internationally. Ultra-fast broadband speeds potentially now available to a vastly larger number of homes and business in the region than was previously the case, is a major breakthrough. These speeds will also be available via all ISPs who wish to offer them via our open network. We believe that this will transform the UK broadband market from Spring of 2013 onwards.

Speed increases are also on the agenda for customers who receive broadband over copper lines. Our investment in ADSL2 means that broadband speeds of up to 20Mbps – double the previous maximum speed – will become widely available this year. Exchanges serving around 81% of the East Midlands homes and businesses will be upgraded by Summer 2012.

In addition, we're expanding our Ethernet services, enabling medium-sized businesses and other organisations to opt for a guaranteed broadband speed over a dedicated line with speeds of up to 10Gbps.

Together, the range of new faster broadband speeds will provide a huge fillip for businesses and growth in the East Midlands economy. Small and medium sized firms will have access to big business speeds at much lower cost, allowing them to find new markets, boost their competitiveness and create new jobs.

This important new development will significantly improve the broadband speeds available across parts of the East Midlands and will provide a further boost for local businesses, and homeworkers as well.

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Get IT together and give an hour

Almost one in seven (14%) adults in the East Midlands have never sent an email, according to new research from BT's Get IT Together campaign. The findings were released as Gabby Logan, who fronted the campaign, encouraged people in the East Midlands to 'Give an Hour' to help someone send their first email – an important step to getting online.

The BT/ICM telephone poll found that, of those adults in the region, more than a third (36%) has used email to reconnect with someone and almost a half (46%) got back in touch using Facebook. Across the UK, almost half (47%) of those who had lost touch with a close family member said they would like to reconnect with them – though only about one in ten (9%) wanted to get back in touch with an old flame.

A lack of time and physical distance are often the cause of people losing touch. More than half (54%) of those surveyed said they had lost contact with someone because they didn't have time to keep in touch. Almost half (46%) reported losing touch because their friend or family member had moved to another part of the country, and 42% of those who had lost touch said distance prevented them reconnecting.

Around nine million people in the UK still haven't used the internet. Through our Get IT Together campaign, we are committed to helping get another 100,000 people online for the first time by the end of the London Olympic year, while enabling at least 10,000 people to become Digital Champions, to help and inspire others to use the internet. We also supported the afore-mentioned 'Give an Hour' campaign, which encouraged people to use the hour created by the clocks going back on 30 October to help someone get online.

Give an hour this winter

Here are some tips for helping someone get online:

- make it relevant – show them how exciting the internet can make their favourite pastime, be that shopping, gardening or music
- be patient – everyone learns new skills at different speeds and remember that the person you are teaching may not have grown up with computers in the same way as you did
- keep it local – a great way to make the internet seem less daunting is to focus on something local, such as bus routes or regional news
- you're in charge, not the computer – reassure the person you're teaching that it's really hard to break a computer
- set realistic goals – let your friend or relative learn at their own pace and keep sessions short and sweet
- go to www.bt.com/getittogether for more advice, tips and to show someone the basics of getting online.

East Midlands primary schools urged to join Communication Triathlon

Primary schools throughout the East Midlands are being invited to sign up for the UK's first national Communication Triathlon for schools.

The project, launched by BT's local network business Openreach and children's charity I CAN, is a series of free fun events, intended to help children become good communicators.

Part of Get Set, the official London 2012 education programme, the initiative encourages children to take part in three

London 2012-themed speaking and listening activities around Thinking, Talking and Teamwork.

Designed by a team of communication and education experts, including speech and language therapists and teachers, the project incorporates a wide range of inspiring curriculum-linked communication activities that support children's school work, such as Sports Bingo, Secret Striker, Memory Relay and even a Listening Assault Course.

More than 500 schools across the UK and 61 in the East Midlands have already registered

to take part – and more are wanted. To get your Communication Triathlon pack, go to www.communicationtriathlon.org.uk



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Super-fast broadband goes live in parts of Lincolnshire

Super-fast broadband is now available to the first homes and businesses in Market Deeping and Washingborough. Around 10,000 local householders and firms in Market Deeping and Washingborough are poised to join the high-speed revolution as engineers complete the local upgrade in the coming weeks.

This latest development will take the number of premises in Lincolnshire with access to the high-speed technology to around 40,000. And further major investment is under way; BT has announced plans for its super-fast fibre network to pass another 84,000 premises in the county later this year.

And following the early upgrade of the Stamford exchange in December, three months ahead of schedule the first customer to be connected to BT's super-fast fibre broadband service in Stamford has told how the "super speeds" had improved her home and work life.

Homeworker Lynne Male who lives in Rutland Heights, said the new service, which engineers made available on the exchange more than three months ahead of schedule, has already dramatically improved the online experience for both her and her son.

Lynne said: "As a homeworker this has meant I can do so much more and at dramatically improved speeds. I'm able to send and receive large files and attachments so much quicker and easier which is making my whole working day so much smoother. As well as that I've also been able to enjoy my favourite TV programmes on catch up with no buffering at all.

"My son is also enjoying the super speeds that all his applications and downloads are opening, and he is loving being able to quickly access HD YouTube clips. It also has helped him get his homework done as he can access information so much quicker".

Paul Bimson, regional partnership director for BT in the East Midlands, said: "The arrival of super-fast fibre broadband in Stamford is a huge boost for local homes and businesses. It is fantastic to see how it is already transforming the experience of the internet.

"Fast and reliable internet connections are an essential part of our national infrastructure, whether we want them for entertainment at home, education online, boosting our businesses or delivering essential public services. BT's investment in fibre broadband will benefit the county's ability to compete and the wider local economy".

BT helps East Midlands community groups get digital

Nineteen community groups and charities across the East Midlands have been given the chance to help people in their community to get online and discover the incredible benefits of the internet.

BT has awarded these organisations, ranging from scout groups and pre-school groups to family and community centres, one year's free broadband through its Community Connections Award Scheme.

Since its launch in 2002, this successful initiative has helped around 620 winners in the region, often in areas of deprivation and digital exclusion, to surf the internet and engage with the online world for the first time. These have included silver surfers, cultural groups, family support groups, arts groups and youth clubs.

The Community Connections scheme directly addresses the lack of internet access amongst community groups in the UK and is part of our Get IT Together programme, which is all about instilling confidence and empowering people to get online. Nearly 18% of people in the East Midlands have never used the internet and so are at risk of missing out on access to vital services that are quickly moving online. This award scheme helps people to reach these critical services, which includes education resources, important medical information and financial advice.

The judges, who included representatives from Race Online 2012, AbilityNet, UK Online Centres, Common Purpose, Charity Technology Trust and Business in the Community, were impressed by the diversity of groups applying for the Community Connections award and how they intend to encourage and teach others to get online. Among the winners of

the award in the region were Dimensions Community Enterprises in Lincoln, Long Buckby Youth Centre in Northampton and the Cooke E-Learning Foundation in Leicester.

To find out more about the BT Community Connections awards scheme, simply call 0845 257 6792 or log on to www.bt.com.communityconnections

